

CREATE YOUR PERFECT
FREE OFFER
5 DAY CHALLENGE



Day 5 Handout

Designing Your Perfect Free Offer

ATTRACTIVE COVER PAGE

You're not wasting paper

LOTS OF WHITE SPACE

Reading on a computer is harder than reading text in a book

LIMIT THE NUMBER OF FONTS

Too many fonts make your free offer look messy

EASY-TO-READ FONTS

Script fonts and italics are harder to read, so limit those

PULL QUOTES

People scan, they don't read

Put the most important information in graphics

CTA THAT IS HIGHLY VISIBLE

Invite your reader to click a button

Use a color like orange or yellow for your CTA button

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LANDING PAGE (OPT-IN)

Compelling headline or subheadline

Graphic of your free offer

Bullet-point benefits

Download now (or Access Now) or Send me the...

On-brand imagery and colors

Examples:

<https://www.attractclientsonline.com/3-freebie-templates/>

<https://www.attractclientsonline.com/challenge-freebie/>